



Sistema Económico
Latinoamericano y del Caribe

Latin American and Caribbean
Economic System

Sistema Econômico
Latino-Americano e do Caribe

Système Economique
Latinoaméricain et Caribéen



Case De Molen Flour Mills Inc.

Mr. Julio Bhikharie
General manager De Molen N.V.

Intra-Regional Relations

*Seminar on mechanisms to support innovation for SMEs in Suriname
Paramaribo, Suriname
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SUSTAINING OUR GROWTH

Strengthening our Productivity & Competitiveness

Julio Bhikharie

CEO De Molen Flourmills

2nd Treasurer / Manufacturers Association of Suriname ASFA



1965



1990





SUSTAINING OUR GROWTH

*Strengthening our Productivity & Competitiveness
2010 - 2015*

KEY ELEMENTS – The 3P Principle

A holistic Approach

- Product
- Process
- People



Sustaining our Growth

Product

- Improving of Products
(use of flour additives for baking ease; flour fortification)
- Set Up of Modern Laboratory & Test Bakery
(quality control; R&D; Baking tests)
- Introduction of new products for industrial customers
(Noodle flour; **REAL** Whole wheat flour)
- Introduction of a consumer product line (retail packaging)
- Promotion & Introduction of healthy food products
(set up of strong marketing campaigns)



Sustaining our Growth

(Business) Processes

- Set-up & Implementation of the ISO 22000 Quality System (food safety)
- Automation of Production Plant (Quality Control; Production Increase)
- Discharging raw materials by means of air in stead of belt conveying
(lower resistance – faster discharge – shorter laying time – lower freightprice)
- Strategic Sourcing
(Finding cheaper Suppliers)
- Outsourcing of distribution
(focus on Production)



Sustaining our Growth

People

- Training of (Technical) Personell
(upgrading operating skills)
- Hiring of Professionals
(right man on the right Job / Operating of Modern Equipment)
- Regular visits of Product / Technical Experts
(continuous learning process)



Sustaining our Growth

THE RESULTS.. So far.. (2010 – 2012)

- In two years time, our revenues have more than doubled.
- Direct Costs due to Automation and implementation of new technical & production methods have decreased with more than 30%
- Product Awareness has increased
- Exports to the region (modest exports to Caribbean Region – Barbados)



The Finest Quality Flour.... Since 1965 !

2013





THANK YOU!

Julio Bhikharie
CEO De Molen Flour Mills Inc.